

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
 PROMOTIONAL COORDINATOR
 8899 MAIN STREET
 WILLIAMSVILLE, NY 14221
 (716) 634-4179
 FAX (716) 634-3145

JULY, 98

UNI-MART CHAIN**DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')**

| | | | |
|--------|-------------------------|-----|------------------------------------|
| TO: | RJR ACCOUNT #: #375878 | CC: | S. SCHAWLM / C. MOSER / S. VESCHIO |
| | MR. P. COX McLANE NE | CC: | R. DONAHUE |
| FAX #: | (315) 638-7394 | | |

PARTNERS PROMOTION REPORTING: **DOR_SEPT_JACKPOT** (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

| UPC CASE 12300- | CASE SIZE | STATE USE | BRAND STYLE | NUMBER OF CASES | #/CARTONS TO PACK @ DISPLAY | #/SKUs (#545462) DISPLAYS / PREMIUMS |
|--------------------|--------------|--------------|------------------|--------------------|--------------------------------|---|
| 25467 | 6M | | DORAL LT 100 | 3 | 1 (ONE CTN) | 90 |
| 25469 | 6M | | DORAL MEN LT 100 | 3 | 1 (ONE CTN) | SMS # 8205-0742 |
| 25468 | 6M | | DORAL 100 | 3 | 1 (ONE CTN) | |
| 25470 | 6M | | DORAL ULT LT 100 | 3 | 1 (ONE CTN) | |

PRODUCT PO # **ER 3852-01**DISPLAYS / PREMIUMS PO # **ER 3851-01**

| | DESCRIPTION |
|------------|---|
| 8/17/98 | PRODUCT ARRIVAL DATE |
| 8/31/98 | RETAIL DISTRIBUTION DATE (WEEK OF) |
| \$4,033.94 | EFT \$ AMOUNT |
| 4 CTNS | RETAIL BILLING PER DISPLAY |
| 90 | NO. OF DISPLAYS ON CUSTOMER LIST |
| \$168.00 | PACKING PAYMENT (\$14.00 x 12 (6M) PROMOTED CASES) |

| | DESCRIPTION |
|-----------|---------------------------------|
| 8/17/98 | DISPLAYS / PREMIUM ARRIVAL DATE |
| 545462 | ITEM NUMBER |
| 1.3500 | SKU CUBE |
| 2.2600 | SKU WT (W/OUT PRODUCT) |
| 40 OFFERS | NO. RETAIL OFFERS PER DISPLAY |
| 11 | NUMBER OF EXTRA DISPLAYS |

PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: **8/31/98**.
 - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
 - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
 - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC

51852 8504

RJ REYNOLDS

TOBACCO COMPANY

STATE STAMPING

McLANE-NORTHEAST

#375878

DORAL JACKPOT

| NUMBER OF CARTONS TO STAMP BY STATE(**) PRE-SLEEVED B1G1F PRODUCT | | |
|--|----|----|
| DORAL (6M) | NY | PA |
| LT 100 | 22 | 57 |
| MEN LT100 | 22 | 57 |
| 100 | 22 | 57 |
| ULT LT100 | 22 | 57 |
| | | |

7/24/98
STAMPING.DOC

51852 8505

McLANE NE / SEPTEMBER DORAL JACKPOT PROMOTION #801271**UNI-MART CHAIN (ID #0578-XX-XX)****RETAIL DISTRIBUTION DATE: 8/31/98**

| #1 | DISPLAYS | McLANE # | ACCOUNT NAME | ADDRESS | CITY | STATE | S/REP | RJR# |
|----|----------|----------|---------------------|----------------------|---------------|-------|--------|--------|
| 1 | | 800714 | UNI MART #05001 | 601 E STATE ST | OLEAN | NY | 162606 | 765578 |
| 1 | | 800722 | UNI MART #05002 | 420 BROAD ST | SALAMANCA | NY | 162606 | 765586 |
| 1 | | 800730 | UNI MART #05003 | 2 E MAIN ST | CANISTEO | NY | 162606 | 763729 |
| 1 | | 800755 | UNI MART #05005 | ROCK CITY ST | LITTLE VALLEY | NY | 162606 | 128847 |
| 1 | | 800763 | UNI MART #05006 | SOUTH ST | CUBA | NY | 162606 | 128848 |
| 1 | | 800771 | UNI MART #05007 | 51 N MAIN ST | ALFRED | NY | 162606 | 712652 |
| 1 | | 800789 | UNI MART #05008 | 328 W MAIN ST | ARCADE | NY | 162606 | 035968 |
| 1 | | 800797 | UNI MART #05009 | 555 WILDWOOD AVE | SALAMANCA | NY | 162606 | 501869 |
| 1 | | 800805 | UNI MART #05010 | 4719 MILITARY RD | NIAGARA FALLS | NY | 162601 | 765207 |
| 1 | | 800813 | UNI MART #05011 | 4708 HYDE PARK BLVD | NIAGARA FALLS | NY | 162601 | 764724 |
| 1 | | 800821 | UNI MART #05014 | 2939 SAUNDERS | SANBORN | NY | 162601 | 765441 |
| 1 | | 800839 | UNI MART #05015 | 2323 BROADWAY | CHEEKTOWAGA | NY | 162603 | 765221 |
| 1 | | 800847 | UNI MART #05016 | 265 DELAWARE ST | TONAWANDA | NY | 162601 | 526340 |
| 1 | | 800854 | UNI MART #05017 | 877 MILITARY RD | KENMORE | NY | 162601 | 477879 |
| 1 | | 800862 | UNI MART #05018 | 2861 S PARK AVE | LACKAWANNA | NY | 162603 | 241228 |
| 1 | | 800870 | UNI MART #5019 | 9TH & WAYNE | OLEAN | NY | 162606 | 712654 |
| 1 | | 800888 | UNI MART #5020 | 3620 WALDEN AVE | LANCASTER | NY | 162603 | 282426 |
| 1 | | 800896 | UNI MART #5021 | 820 NIA. FALLS BLVD. | TONAWANDA | NY | 162601 | 319792 |
| 1 | | 800904 | UNI MART #5022 | 3932 S PARK AVE | BLASDELL | NY | 162603 | 306092 |
| 1 | | 800912 | UNI MART #05023 | MAIN ST | ANDOVER | NY | 162606 | 349544 |
| 1 | | 800920 | UNI MART #05024 | 3276 W STATE ST | OLEAN | NY | 162606 | 563986 |
| 1 | | 800938 | UNI MART #5025 | MAIN ST. & BUELL RD. | AKRON | NY | 162602 | 371402 |
| 3 | | 800219 | CHOICE STORE #44086 | 400 PHILADELPHIA ST | INDIANA | PA | 173005 | 767925 |
| 1 | | 800227 | UNI MART #04002 | 2 E MARKET ST | CLEARFIELD | PA | 162607 | 174956 |
| 1 | | 800235 | UNI MART #04003 | WASH & GRAHAM | HYDE | PA | 162607 | 174971 |
| 1 | | 800243 | UNI MART #04006 | BIGLER AVENUE | CLEARFIELD | PA | 162607 | 174950 |
| 1 | | 800250 | UNI MART #04007 | WALTER AVE CHESTERHI | PHILIPSBURG | PA | 162607 | 174978 |
| 1 | | 800268 | UNI MART #04009 | 208 FILBERT ST | CURWENSVILLE | PA | 162607 | 174962 |
| 1 | | 800276 | UNI MART #04019 | SOUTH MICHAEL ST. | ST MARYS | PA | 162607 | 175013 |
| 1 | | 800284 | UNI MART #04020 | 120 MONTMORENCI AVE | RIDGWAY | PA | 162607 | 175004 |
| 1 | | 800292 | UNI MART #04032 | 710 ELIZABETH ST | HOUTZDALE | PA | 162607 | 173349 |
| 1 | | 800300 | UNI MART #04033 | 427 N SAINT MARYS RD | SAINT MARYS | PA | 162607 | 766002 |
| 1 | | 800318 | UNI MART #04035 | 135 137 CENTER | JOHNSONBURG | PA | 162607 | 766007 |
| 1 | | 800326 | UNI MART #04045 | ROUTE 322 | PHILIPSBURG | PA | 162607 | 766053 |

| McLANE NE / SEPTEMBER DORAL JACKPOT PROMOTION #801271 | | | | | | | |
|---|----------|-----------------|----------------------|---------------|-------|--------|--------|
| UNI-MART CHAIN (ID #0578-XX-XX) | | | | | | | |
| RETAIL DISTRIBUTION DATE: 8/31/98 | | | | | | | |
| #1 | | | | | | | |
| DISPLAYS | McLANE # | ACCOUNT NAME | ADDRESS | CITY | STATE | S/REP | RJR# |
| 1 | 800334 | UNI MART #04056 | 195 E MAIN ST | BRADFORD | PA | 162606 | 765264 |
| 1 | 800342 | UNI MART #04057 | 204 BOLIVAR DR | BRADFORD | PA | 162606 | 765265 |
| 1 | 800359 | UNI MART #04058 | 1507 PENN AVENUE | WARREN | PA | 162607 | 840815 |
| 1 | 800367 | UNI MART #04059 | CHESTNUT STREET | KANE | PA | 162607 | 765300 |
| 1 | 800375 | UNI MART #04063 | RT 219 | DU BOIS | PA | 162607 | 621188 |
| 1 | 800383 | UNI MART #04069 | CHESTNUT STREET | BRADFORD | PA | 162606 | 765584 |
| 1 | 800391 | UNI MART #04074 | 118 MILL STREET | ST MARYS | PA | 162607 | 645561 |
| 1 | 800409 | UNI MART #04075 | PUNXSU PLAZA | PUNXSUTAWNEY | PA | 162607 | 844127 |
| 1 | 800417 | UNI MART #04078 | WEST LONG & MAIN | DU BOIS | PA | 162607 | 621390 |
| 1 | 800425 | UNI MART #04079 | MAIN STREET | CLARION | PA | 162607 | 844480 |
| 1 | 800433 | UNI MART #04076 | STATE STREET | CURWENSVILLE | PA | 162607 | 621206 |
| 1 | 800441 | UNI MART #04082 | FRALEY STREET | KANE | PA | 162607 | 060188 |
| 1 | 800458 | UNI MART #04083 | EAST STATE STREET | KNOX | PA | 173005 | 064290 |
| 1 | 800466 | UNI MART #04087 | 308 RICE AVE | INDIANA | PA | 173005 | 510883 |
| 1 | 800474 | UNI MART #4088 | 52ND STREET | CLEARFIELD | PA | 162607 | 274832 |
| 1 | 800482 | UNI MART #04090 | 501 MAIN ST | REYNOLDSVILLE | PA | 162607 | 513448 |
| 1 | 800490 | UNI MART #04092 | BROAD STREET | EAST BRADY | PA | 173005 | 515518 |
| 1 | 800508 | UNI MART #04093 | RT. 66 & 36 | LEEPER | PA | 162607 | 515520 |
| 1 | 800516 | UNI MART #04096 | 6TH & FRANKLIN | CLYMER | PA | 173005 | 525361 |
| 1 | 800524 | UNI MART #04097 | 600 BROAD ST | NEW BETHLEHEM | PA | 173005 | 529494 |
| 1 | 800532 | UNI MART #04098 | P.O. BOX 153 | SUMMERVILLE | PA | 162607 | 976452 |
| 1 | 800540 | UNI MART #04103 | CHESTNUT & SPRUCE ST | MARIENVILLE | PA | 162607 | 622378 |
| 1 | 800557 | UNI MART #04104 | 63 S WHITE ST | BROOKVILLE | PA | 162607 | 918491 |
| 1 | 800565 | UNI MART #04105 | ROUTE 268 | PETROLIA | PA | 173005 | 563165 |
| 1 | 800581 | UNI MART 4152 | MAIN & HIGH STREETS | SHEFFIELD | PA | 162607 | 291700 |
| 1 | 800599 | UNI MART #04153 | BEAVER ST. 4TH AVE. | HASTINGS | PA | 173805 | 203641 |
| 1 | 800607 | UNI MART #04157 | 1110 15TH STREET EXT | FRANKLIN | PA | 173001 | 349203 |
| 1 | 800615 | UNI MART #04158 | ROUTE 44 | SHINGLEHOUSE | PA | 162607 | 377884 |
| 1 | 800623 | UNI MART #04163 | MAIN & KERR STREETS | EMLENTON | PA | 173005 | 439230 |
| 1 | 800631 | UNI MART #4168 | 401 W 4TH ST | EMPORIUM | PA | 162607 | 736104 |
| 1 | 800649 | UNI MART #4169 | 542 S CENTER STREET | EBENSBURG | PA | 173805 | 741569 |
| 1 | 800656 | UNI MART #04619 | 1400 5TH AVE | FORD CITY | PA | 173005 | 844450 |
| 1 | 800664 | UNI MART #04624 | 129 N MAIN ST | ZELIENOPLE | PA | 173004 | 088349 |
| 1 | 800672 | UNI MART #04625 | 2566 BRANDT SCHOOL R | WEXFORD | PA | 173004 | 087249 |

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| RETAIL DISTRIBUTION DATE: 8/31/98 | | | | | | | |
| # / | DISPLAYS | McLANE # | ACCOUNT NAME | ADDRESS | CITY | STATE S/REP | RJR# |
| 1 | | 800680 | UNI MART #04663 | 128 MAIN STREET | EVANS CITY | PA | 173004 038046 |
| 1 | | 800698 | UNI MART #04681 | 6TH & BEAVER STREET | ELLWOOD CITY | PA | 173004 548931 |
| 1 | | 800706 | UNI MART #04685 | LIGONIER & 13TH ST. | NEW FLORENCE | PA | 173805 568007 |
| 1 | | 800753 | UNI MART #4108 | 84 WASHINGTON | BRADFORD | PA | 162606 964095 |
| 1 | | 801092 | UNI MART #04077 | 512 E MAHONING ST | PUNXSUTAWNEY | PA | 162607 052494 |
| 1 | | 801100 | UNI MART #04608 | 1181 ROMINE AVE | MC KEESPORT | PA | 173203 336393 |
| 3 | | 800201 CIG | CHOICE STORE #44070 | 215 PENNSYLVANIA AVE W | WARREN | PA | 162607 757617 |
| 79 | TOTAL DISPLAYS | | | | | | |